

What is claimed is:

1. A device for displaying a dispensing container comprising:
a base defining an area for receiving the dispensing container, said base having a bottom wall with a protuberance, said area for receiving the dispensing container at least partially defined by said protuberance in said bottom wall;
a back member extending upwardly from said base;
a generally flexible retaining member looped around a portion of said dispensing container and arranged such that when said dispensing container is disposed in said base and said retaining member is placed in tension the dispensing container is retained in said base and biased toward said back member.
2. The device of claim 1 wherein said back member further comprises a slider and a back bracket.
3. The device of claim 1 further comprising a tensioner to maintain said retaining member in tension.
4. The device of claim 3 wherein said tensioner is an adjustable screw mounted in said back member
5. The device of claim 3 wherein said tensioner is a loop, hook and slide arrangement.
6. The device of claim 1 wherein said base is removable from said back member.
7. The device of claim 1 wherein said base has a back wall and said protuberance has a lower portion and an upper portion with said lower portion being closer to said back wall than said upper portion.

8. The device of claim 1 wherein said base has a second protuberance.
9. The device of claim 8 wherein said base has a back wall and said first and second protuberances each have a lower portion and an upper portion with said lower portions being closer to said back wall than said upper portions.
10. A device for displaying a product container from a support, said device comprising;
 - a base defining an area for receiving the product container;
 - a back member extending upwardly from said base;
 - a generally flexible retaining member looped around a portion of said product container and arranged such that when the product container is disposed in said base and said retaining member is placed in tension the product container is retained in said base and biased toward said back member; and
 - a connector engaged with said back member for connecting said back member to said support.
11. The device of claim 10 wherein said support is a shelf.
12. The device of claim 10 wherein said support is a pole.
13. The device of claim 10 further including a base having a protuberance at least partially defining a receiving area for said product container.
14. The device of claim 10 further comprising a back member having a slider and a back bracket such that adjustment of said slider maintains said retaining member in tension.

15. The device of claim 14 wherein said retaining member is a loop and a tensioner comprising said loop and a hook attached to said slider maintaining said retaining member in tension.

16. A device for displaying a product container from a support, said device comprising:

- a base defining an area for receiving the product container, said base having a bottom wall with a protuberance, said area for receiving the product container at least partially defined by said protuberance in said bottom wall;

- a back member extending upwardly from said base;

- a generally flexible retaining member looped around a portion of said product container and arranged such that when said product container is disposed in said base and said retaining member is placed in tension the product is retained in said base and biased toward said back member;

- a connector engaged with said back member and capable of engaging said support; and

- a tensioner causing said retaining member to be maintained in tension.

17. The device of claim 16 wherein said support is a shelf.

18. The device of claim 16 having a tensioner including a screw engaged with said retaining member and causing said retaining member to be maintained in tension.

19. The device of claim 16 such that at least a portion of the product container is visible when displayed in said device.

20. The device of claim 16 further including marketing material positioned in said back member.

21. A method for displaying a product container from a support comprising:

providing a base defining an area for receiving the product;
providing a back member extending upwardly from said base;
placing a product container in said base;
passing a retaining member around a portion of said product container
and engaging said retaining member with a tensioner;
adjusting said tensioner to place said retaining member in tension and
biasing said product toward said back member; and
attaching said back member to said support.

22. The method of claim 21 further including assembling said base to said back member prior to placing said product container in said base.

23. The method of claim 21 further providing a back member comprising a slider and back bracket.

24. The method of claim 21 further providing a tensioner with a back bracket and a slider, and adjusting said tensioning element by moving said back bracket and slider relative to each other.

25. The method of claim 21 wherein said support is a shelf and said back member is attached to said shelf.

26. The method of claim 21 wherein said support is a pole and said back member is attached to said pole.

27. A device for displaying a dispensing container while being mounted to a support in a store, comprising:

a base defining an area for retaining said container;
a back member extending upwardly from said base;
an adjustable tensioner; and
a retaining member coupled to said dispensing container and to said tensioner to enable an adjustment of said tensioner to bias said dispenser in a

downward direction and against said back member, whereby said dispenser can be firmly held in place to said support while being accessible to customers for examining the contents of the dispensing container.

28. The device of claim 27 wherein said support is a store shelf.

29. The device of claim 27 wherein said tensioner comprises a slider and a back bracket moveable relative to each other for tensioning of said retaining member during adjustment of said tensioner.

30. The device of claim 27 and further comprising:
a base having a protuberance that contacts a lower end of a dispensing container when said container is held by said retaining member.

31. The device of claim 27 wherein said retaining member comprises a rigid dispensing container gripper.

32. The device of claim 27 wherein said retaining member comprises a flexible loop.

33. A device for displaying a dispensing container from a store shelf comprising;

a base for supporting said dispensing container;

a back member extending upwardly from said base and having a movable portion;

a retaining member surrounding a portion of said dispensing container and engaging said movable portion of said back member, said retaining member being in tension;

said retaining member causing said dispensing container to be biased in a direction toward said back member; and

a connector for connecting said device to a store shelf.

34. The device of claim 33 further comprising a back member wherein said movable portion is slideable in a downward direction.

35. A device for displaying a dispensing container from a support in a store comprising:

a base defining a receiving area for said dispensing container;

a back member extending upwardly from said base;

an adjustable retaining member positioned around a portion of said dispensing container and connected to said back member such that said retaining member retains said container in a substantially upright position in said receiving area and said container is biased toward said back member; and

a connector for connecting said device to a support.

36. The device of claim 35 wherein said support is a store shelf.

37. The device of claim 35 wherein said support is a pole.

38. The device of claim 35 further comprising a base with a protuberance.

39. The device of claim 35 further comprising a back member having a slider and a back bracket.

40. The device of claim 39 further having a tensioner comprised of said slider, back bracket retaining member and a hook on said slide for adjusting the tension on said retaining member.